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TO: Department of Justice
FARA registration unit

FROM: Ivan Butina
Global Communicators, LLC

RE: Distribution of material covered by FARA
Registration No. 5817

DATE: August 5, 2011

Global Communicators, LLC, wrote the attached electronic newsletters, on behalf of the Office of Commercial Affairs, Royal Thai Embassy, and distributed copies electronically to congressional staff, Executive Branch officials, trade associations, think tank officials, and news media. The distribution list counts 927 names.

This is a one-page, online newsletter, and the disclaimer appears at the bottom on the front page online.

Attachment

NSD/CES/REGISTRATION
UNIT
21 AUG 18 PM 3:49



THAILAND

OFFICE OF COMMERCIAL AFFAIRS

Strategic Partner to the U.S.

June 8, 2011

www.thaiembdc.org



JUNE 3, 2011

Thai Authorities Intercept 40,000 Bootlegged Goods In IP Crackdown along Thailand's Northeast Border

BANGKOK – Thai customs authorities charged persons from outside Thailand with attempting to smuggle across the Kingdom's northeast border a million dollars' worth of pirated products including shirts, men's underwear, cell phone parts, wrist watches and other goods, some of which violated Thailand's intellectual property rights laws.

Director-General of the Thai Customs Department Prasong Poonthaneth said a team of investigators also discovered illegal substances and 9,600 decks of playing cards considered illegal by the Thai Excise Department. The violators were also charged with tax evasion, dealing in prohibited items, and illegal smuggling.

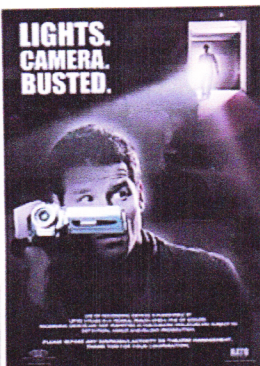
JUNE 7, 2011



Thai Deputy Minister of Commerce
Alongkorn Ponlaboot



U.S. Trade Representative
Ron Kirk



Motion Picture Association of America
anti-camcording poster

High-Level Mechanism Successfully Formulates, Coordinates Efforts to Protect Intellectual Property in Thailand

High priority initiatives launched in 2008 to improve Thailand's intellectual property policy are beginning to pay dividends, the chief of the Thai Department of Intellectual Property, Alongkorn Ponlaboot, said in a May 23, 2011, letter to U.S. Trade Representative Ron Kirk.

Mr. Alongkorn said, "Thailand has demonstrated a commitment to strengthening its IPR regime and has taken concrete steps to address concerns over its IPR enforcement." He cited the successful accession to the Patent Cooperation Treaty in 2009, cabinet approval of the Anti-Camcording draft law in 2010, drafting of landlord liability legislation, and finalization of a new Copyright draft law to ensure protection of digital works.

In an innovative action, Thailand adopted a "Creative Economy" policy last year to raise public awareness of the importance of intellectual property rights for Thai citizens and "the true value of creativity." Mr. Alongkorn said, "Projects have been launched to provide accurate understanding of IP and creative economy" in which Thais have a vested interest. Within a few months, schools across Thailand will introduce a new curriculum to teach young people the value of protecting intellectual property.

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NSD/CES/REGISTRATION
UNIT

2011 AUG 18 PM 3:49

Intense dialogues with representatives of the pharmaceutical industry in Thailand have been an ongoing priority of the Thai government. "Consultations were held twice in 2010 with stakeholders" including the Pharmaceutical Research and Manufacturers Association (PhRMA) and PhRMA's affiliated organization in Thailand. "A Memorandum of Understanding aimed at strengthening the cooperation to combat counterfeit medicines was signed by eight agencies, including the Thai Food and Drug Administration, and PhRMA," Mr. Alongkorn said. The agreement resulted in a series of raids against illicit manufacturers and distributors of counterfeit medicines.

He concluded that Thailand has "demonstrated a commitment to strengthening its IPR regime and has taken concrete steps to address concerns over its IPR enforcement." The letter was prompted by USTR's decision to continue to place Thailand on its Special 301 Priority Watch List with respect to IPR. The Thai official told Mr. Kirk, "Building a system that promotes and protects IPR has its challenges, and it becomes particularly more difficult to overcome in the absence of recognition and support."

*Please Join Us for Thai 'Celebration of Summer'
Senate and House Congressional Receptions,
June 21 and 22, 6-8 pm...*



To help Congress usher in the summer solstice, the Office of Commercial Affairs of the Royal Thai Embassy has planned two gala receptions, one for the Senate on Tuesday, June 21, and another for the House a day later. The Senate reception June 21 will be held from 6-8 pm in Room SVC 201 on the Senate side of the Capitol Visitors Center. The House event Wednesday, June 22, 6-8 pm, will take place in B-340 of the Rayburn House Office Building. Official invitations will be emailed June 8.



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THAILAND

OFFICE OF COMMERCIAL AFFAIRS

Strategic Partner to the U.S.

June 29, 2011

www.thaiembdc.org



Three days of an international focus on Thai rice with the theme "Thai Rice, the Best Rice of the World," saw major events in Bangkok and Nakhon Sawan June 21-23 at which 500 rice exporters from 50 countries discussed the importance of Thai rice in feeding half the world's population. The Thai Rice Convention was held at the Shangri-La Hotel in Bangkok where an exhibit of rice products welcomed the guests (left). The World Rice Standard Summit 2011 and rice festival were held in the heart of the Thai rice-growing region, Nakhon Sawan province.

Permanent Secretary Puangrach speaks to journalists Rice Convention and Summit.

2011 AUG 18 PM 3:49

NSD/CES/REGISTRATION UNIT

Thailand, World's Largest Rice Exporter, Takes Initiative in Moving toward Global Rice Standard at Rice Convention, Summit

In an effort to make Thai rice better known around the world and advance the process of setting a world standard for rice, the only commodity without a standard, the Thai Ministry of Commerce Foreign Trade Department and the Thai Rice Exporters Association convened the fifth Thailand Rice Convention since 2001 in Bangkok June 21 followed by a World Rice Standard Summit 2011 in the heart of rice-producing Nakhon Sawan province, on June 22 and 23, in which more than 500 rice exporters from 50 countries participated.

The convention opened with a keynote address on "Thai Rice: The Best Rice of the World" by Permanent Secretary for Commerce Yanyong Puangrach. The program included a session on "Demand, Supply, and Production of Thai Rice" and a panel discussion on "World Rice Outlook for 2011-2012."

After the convention and summit, the participants visited Nakhon Sawan to observe rice fields and rice mills, which gave a better insight into steps involved in growing and processing Thai Hom Mali rice and Thai farmers' way of life.

At the Thai Rice Convention...

Thailand 'Part of the Solution' to Emerging Food Shortages in Rice-Consuming World Regions



Permanent Secretary Puangrach speaks to journalists Rice Convention and Summit.

BANGKOK, THAILAND - At the Thai Rice Convention held last week in Bangkok, Thai Commerce Ministry Permanent Secretary Yanyong Puangrach asserted that Thailand's historic commitment to quality and quantity production of "the best rice of the world" has the potential for coming to the aid of half the world where rice is the staple food, particularly rice-consuming countries in Southeast Asia.

Mr. Puangrach said, "Rice farming is a way of life in Thailand, part of its culture found at the heart of our people. It is a commodity that is super-right for Thailand." He said half the world's population depends on rice from Thailand, the number one rice exporter accounting for 30 percent of world rice consumption.

In his keynote speech to 500 trade and export officials from around the world, the permanent secretary said emerging shortages in rice production and the consequent price increases, resulted from drought and natural disasters, climate

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change impact, growing demand, and current world economic challenges.

Mr. Puangrach made the case for the industry's marketing theme, "Thai Rice, the Best Rice of the World." Thai rice farmers know how to grow rice, he said, adding, "Our wisdom of rice growing spans centuries, it is part of our culture." Thai weather is conducive for growing rice, with fertile land, abundant rain, suitable temperatures and humidity. "Thailand produces good quality because of these conditions," he said.

The variety of rice seeds assures a nutritious source of minerals and vitamins, coupled with an understanding of rice marketing and the supply chain, allowing Thailand to command higher prices for its quality rice.

The permanent secretary called for Asian markets, and especially ASEAN countries, to work together to meet the growing rice demand. "Thailand is willing to cooperate," he said, "in order to raise rice standards and improve the lives for all people in the region."

At the World Rice Standard Summit 2011...



Thai Commerce Minister Pomtiva at the Rice Summit



Rice producers and dealers gather at Rice Festival

Commerce Minister Calls for Thailand to Lead In Managing World Rice Market, Goal is Better Living Conditions for Thai Farmers

NAKHON SAWAN - Commerce Minister Pomtiva Nakasai, presiding over the World Rice Standard Summit 2011 in Nakhon Sawan province June 22nd, said the world rice market needs to be managed to reach its full potential, and Thailand as the leading Rice exporter has a role to play in setting a rice standard. "The goal is to create better living conditions for the 20 million rice farmers in Thailand by strengthening the market," the minister said.

Minister Pomtiva said the seminar was aimed at boosting confidence of trading partners and showing Thailand's potential as the world's top rice exporter. The event was part of the government's policy to promote Thailand as the world rice trade hub and held in preparation for the establishment of the ASEAN Economic Community, which is expected to occur in 2015. The minister expressed confidence that the seminar would help increase the value of Thai rice exports and projected Thailand's volume of rice exports will reach 10 million tons this year.

The minister said Thailand's Hom Mali rice is "the world standard for jasmine rice" with a rating of 92 percent standard and 95 percent premium. She said Hom Mali rice is better than the competition because it is "white, soft, aromatic, nutritious, and grown in an idea climate." She compared it with a fine French wine that stands head and shoulders above the closest competitor. "Consumer demands have changed," she said. "The middle class in Asia wants standard, not sub-standard, rice."

Commerce Ministry Permanent-Secretary Puangrach said the ministry had drawn up a five-year national rice-trading strategy aimed at boosting export value. The plan also focused on increasing quality of Thai rice, especially for jasmine rice, to meet the demand in international market. Quality control and inspection at every stage will be implemented to guarantee the quality.

Continued >

Ivan Butina

From: The Royal Thai Embassy <The_Royal_Thai_Embassy@mail.vresp.com>
Sent: Wednesday, July 20, 2011 2:21 PM
To: Ivan Butina
Subject: Thai Update - July 20, 2011



THAILAND

OFFICE OF COMMERCIAL AFFAIRS

Strategic Partners to the U.S.

July 20, 2011

www.thaiembdc.org



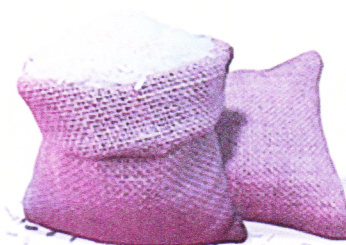
JUNE 10-12, 2011

Thailand Launches 'Thai Rice. Best Rice of the World' Campaign at 2011 Summer Fancy Food Show

Famed Thai Hom Mali Rice served at Booth

WASHINGTON, DC - Thailand's Department of Foreign Trade (DFT) launched its global marketing campaign under the banner, "Thai Rice. Best Rice of the World," during the **57th Summer Fancy Food Show** at the Walter Washington Convention Center this week. Thousands of guests sampled Thai Hom Mali jasmine rice that was prepared and served in the booth by DFT personnel. Hundreds received 2-cup microwave rice cookers as gifts from the DFT.

The marketing campaign was unveiled at a Thai Rice Convention and World Rice Standard Summit in Bangkok at the end of June that brought together 500 rice buyers and exporters along with international news media from 30 countries. The event marked the start of an aggressive worldwide effort to make Thai rice the world standard.



Mrs. Pranee Siriphand (first photo, right), DFT Deputy Director General was the ranking Thai official at the show.

Thailand expects to export close to 10 million tons of rice in 2011, or 30 percent of world rice consumed by half of the world's population that relies on rice as a daily nutritious food staple.

"Thai Hom Mali rice is exceptionally soft, pleasantly fragrant, and incomparably delicious," Mrs. Pranee Siriphand, Deputy Director General of the Thai Department of Foreign Trade and ranking Thai official attending the show, said. "The legendary taste and texture of Thai Hom Mali rice can only be crafted by the unique growing conditions of Thailand. We invited guests at the Summer Fancy Food Show to taste Hom Mali rice for themselves!"

Deputy Director General Siriphand said Thai Hom Mali Rice is an important agricultural export product that has achieved astounding success in the international market. "The Ministry of Commerce, through the Department of Foreign Trade, has established a quality standard and a certification mark for Thai Hom Mali Rice to ensure the authenticity of fragrant rice from Thailand that conforms to the highest standards of quality control," she said.

Permission to display the registered mark is granted only to qualified exporters of Thai Hom Mali Rice who receive authorization from the Thai Department of Foreign Trade. The certification mark features golden yellow grains of rice and rice stalks on a green background, encircled by the legend in Thai and English that reads: "Thai Hom Mali Rice, Originated in Thailand, Department of Foreign Trade." The mark is registered in trademark offices of all major importing countries of Thai Hom Mali Rice, including the United States.



Mrs. Kessiri Siripakorn, Minister (Commercial) at the Royal Thai Embassy here, said "Thailand is part of the solution to emerging food security issues in rice-consuming world regions. Thailand's historic commitment is to quality and quantity production of 'the best rice of the world.'"

The Thai Fancy Food Show booth was staffed by ten Department of Foreign Trade and Royal Thai Embassy Office of Commercial Affairs officials.

Thailand Maintains Robust Growth in World Trade

As the global economy slowly recovers, Thailand continues to demonstrate robust growth in its trading relationships with the rest of the world and, specifically, the United States.

Thailand's overall volume of trade between January and March of this year totaled US\$ 185 billion, up 26.5 percent over the same period in 2010. Trade with the United States, both imports and exports, also grew dramatically. Thailand's exports to the United States grew 22 percent for the first five months of the year, worth just over US\$ 8.8 billion. Exporters in America had reason to celebrate as well as they witnessed a 32 percent surge in exports to Thailand. The value of U.S. exports to Thailand for the January to May period in 2011 totaled US\$ 5.6 billion.

The United States remains one of Thailand's largest and most important trading partners. The only countries Thailand imports more from include Japan, Malaysia, and China. In addition to many agricultural products, Thailand is a key destination for many U.S. goods including electronic parts, circuits and accessories.

Despite rising energy costs, many analysts predict the trading relationship between Thailand and the United States to continue to grow for the remainder of the year. One key issue to be resolved, however, is for Congress to reauthorize the General System of Preferences (GSP). Many U.S. companies have found their supply chains disrupted as they wait for its passage.



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